



200 East Main Street
Lexington, KY 40507

Jim Newberry, Mayor

BANNER GUIDELINES FOR MAIN & VINE STREETS

Special Events have become a part of Lexington and are enjoyed by people from local, regional, state, national and international backgrounds. Events range from local talent shows and art exhibits to NCAA Basketball Championships and the 2010 FEI World Equestrian Games.

At the present time there are brackets for banners on 40 downtown light poles. They are located on Main and Vine Streets between Midland and Broadway.

Banner dates are scheduled through the Mayor's Office with approval by the Special Events Commission.

There are two banner categories:

- A. Convention — conventions coming to Lexington.
- B. Event — those events open to the public with either free or paid admission.

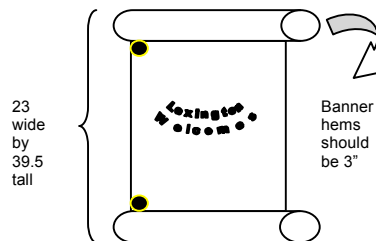
Event/Convention sponsor will design, order and absorb all costs for banners. In addition, a \$15 fee per banner per event will be billed to sponsor for erecting banners on brackets.

An application to display banners should be submitted at least 60 days prior to event (including artwork, if possible). Artwork or graphics MUST be submitted for approval to the Special Events Commission at least 30 days prior to event date. Banners should be delivered at least 1 week prior to event.

Banners may be **23" wide x 39.5" long** and must have **3" hems** to facilitate placement on the banner arms. **Hems must be sewn.** Do not deliver banners with glued or Velcro hems. Please call (859) 258-3123 before ordering new banners to ensure a match of banner size. A grommet hole needs to be put in the upper and lower left corner, below the hem. See example below.

Corporate/sponsor logos can be no larger than 20 percent of the total banner.

Banners subject to availability on a first come, first served basis with Urban County Government sponsored events taking precedence over all others. We can not guarantee specific placement of banners.



The Urban County Government and Special Events Commission are not responsible if banners are lost, stolen or damaged.

Application should be submitted to Special Events Commission, 12th Floor, Attn: Renee' Chappell, 200 East Main Street, Lexington, KY 40507. It can also be faxed to (859) 258-3194.

Application will be reviewed by Special Events Commission and sponsor will be notified within 15 working days. At that time you will be notified of the number of banners that will be available to you.

Helpful Hints:

1. Banners should be colorful. Think of the time of year banners are to be seen e.g. when the trees are full of leaves, green does not show up well, nor does grey or white in the winter months.
2. Wording should be large to be easily readable from the street. Keep number of words to a minimum.
3. Banners may be printed on one side only however, both sides are recommended.

For further information, please call
(859) 258-3123.

